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Adobe Express

Scale Your Brand Impact Without the Risk



Lisa Davis
Director of
Communications
Adobe



Pierre Tapia
Senior Director,
Product Marketing
Adobe



Sakura Martin
Global Head of
Brand & Design
Dentsu

The scale of the challenge

96%

expect demand to grow even further this year

90%

say their content needs will at least double,
with half expecting a **3x to 5x increase**

99%

of companies are producing more content
than they did two years ago



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Session summary

In this webinar, Adobe experts and industry leaders discuss the growing demand for content creation and the challenges it poses for organizations. The session highlights the risks of "rogue content" and explores how companies like Dentsu, Accenture, and Prudential are leveraging Adobe Express to empower teams, maintain brand integrity, and streamline workflows. Through real-world examples, the webinar demonstrates how Adobe Express enables non-designers to create on-brand content efficiently while freeing up designers for high-value creative projects. The session concludes with actionable strategies for organizations to address content chaos and turn it into a competitive advantage.

Key takeaways

- **Content demand is skyrocketing.** 96% of marketing leaders expect content needs to grow this year, with nearly 90% predicting at least a doubling of demand.
- **Rogue content is a major risk.** Over 55% of companies have already faced issues like brand damage, legal risks, and weakened sales due to unapproved content.
- **Empowering teams with trustworthy tools is key.** Adobe Express allows non-designers to create polished, on-brand content quickly, reducing bottlenecks and improving efficiency.
- **Guardrails ensure brand consistency.** Features like lockable templates, integrated workflows, and Creative Cloud Libraries help maintain brand standards while enabling self-service.
- **Pilot programs drive success.** Starting with a small group of users, creating template libraries, and scaling based on feedback are effective ways to implement Adobe Express across organizations.

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What is Adobe Express?

Adobe Express is an all-in-one content creation app for creating social posts, images, videos, flyers, and more. Adobe Express makes it easy to create standout content using AI that's designed to be commercially safe. Get started with Adobe Express by visiting <https://new.express.adobe.com/>

Can you download Adobe Express to your computer if you have a Creative Cloud account, or is it web only?

Adobe Express is currently for web and mobile.

Does Adobe Express perform differently in certain browsers or is there a preferred browser to use?

Adobe Express is fully supported in all common browsers.

Can you connect Adobe Express with other Adobe software and share content amongst them?

Yes — that's where a lot of value gets unlocked. Adobe Express includes integrations into Adobe Acrobat and all of Adobe Creative Cloud by sharing content through Creative Cloud Libraries. Creative professionals commonly use Creative Cloud tools for power user experiences, then share with others through Adobe Express for self-serve, on-brand content remixing/reusing without creating added burden for the creative/design/brand teams.

Is there an approval process built into Adobe Express?

Yes! A quick and easy review/approval workflow process is built into Adobe Express. Visit this link for more information: <https://helpx.adobe.com/express/web/share-and-publish/share-and-collaborate/set-template-approval.html>

You can also learn about a robust integration with Adobe Workfront that can help with the review/approval process: <https://business.adobe.com/products/workfront/integrations/express.html>

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